

## Message Text

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ACTION EB-07

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FM AMEMBASSY VIENNA

TO AMEMBASSY PRAGUE

SECSTATE WASHDC 4720

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EO 11652: NA

TAGS: BEXP, CZ

SUBJECT: DEVELOPMENT OF THEMES FOR TRADE PROMOTION EVENTS IN CSSR

BEWT FOR THOMPSON

REF: STATE 280446

1. AS PER REFTEL EWTC HAS DEVELOPED LIST OF 10 THEMES WHICH APPEAR MOST WORTHY OF PROMOTION BY COMMERCE TRADE PROMOTION VEHICLES/EVENTS IN CZECHOSLOVAKIA THROUGH END OF 1976. LIST IS BASED ON ANALYSIS OF PUBLISHED INDUSTRIAL/TRADE INFORMATION ON CZECHOSLOVAKIA IN EWTC FILES, INCLUDING 1975 PLAN, INTERVIEWS DURING PAST YEAR WITH U.S. AND WESTERN EUROPEAN MARKETING SPECIALISTS AS WELL AS TRADE STATISTICS. UNFORTUNATELY LIST COULD NOT BE VERIFIED BY INTERVIEWS IN CZECHOSLOVAK MARKET OR ECONOMIC PLANS COVERING 1976 (WHICH WILL BE FIRST YEAR OF THE NEXT FIVE-YEAR PLANNING CYCLE) NOT YET PUBLISHED. FINDINGS MUST THEREFORE BE REGARDED AS TENTATIVE.

2. THEME LIST INCLUDES 11 CATEGORIES IN ORDER TO PROVIDE 10 EVENT THEMES AS REQUESTED BECAUSE ONE LEADING THEME FOR U.S. TRADE DEVELOPMENT TO CZECHOSLOVAKIA DOES NOT LEND ITSELF TO COMMERCE-SPONSORED TRADE EVENTS AND IT IS RECOMMENDED THAT IT ONLY BE BROUGHT TO ATTENTION OF UNCLASSIFIED

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U.S. INDUSTRY AS OPPORTUNITY.

3. FOLLOWING THEME LIST IS RANKED ACCORDING TO ESTIMATED POTENTIAL FOR INCREASED U.S. EXPORTS TO CZECHOSLOVAKIA AS FOLLOWS: (A) THEME TITLE, (B) ESTIMATED POTENTIAL FOR INCREMENTAL U.S. EXPORTS TO CZECHOSLOVAKIA ANNUALLY AND (C) RECOMMENDED U.S. DEPARTMENT OF COMMERCE EVENT OR ACTIVITY (TRADE EXHIBITIONS ARE RECOMMENDED FOR SEVERAL OF THE IMPORTANT THEMES BECAUSE IT APPEARS THE MOST EFFECTIVE METHOD, BUT EACH WOULD ALSO SUPPORT SUCCESSFUL TECHNICAL SALES SEMINARS OR SPECIALIZED TRADE MISSIONS AS WELL).

FIRST, (A) INDUSTRIAL PROCESS CONTROL AND MEASURING INSTRUMENTS. (B) \$3.7 MILLION. (C) EXHIBITION AND TECHNICAL SEMINAR EMPHASIZING CHEMICAL/PETROCHEMICAL PROCESSING, FOOD PROCESSING, TEXTILE PRODUCTION, PULP AND PAPER PRODUCTION, METALLURGY AND MACHINE CONTROL.

SECOND, (A) OFFICE MACHINES (INCLUDING COMPUTERS). (B) \$3.6 MILLION. (C) SMALL EXHIBITION (20-25 FIRMS) AND TECHNICAL SEMINAR EMPHASIZING MANAGEMENT METHODS AND SYSTEMS.

THIRD, (A) MATERIALS HANDLING EQUIPMENT. (B) \$3.4 MILLION. (C) NO EVENT BECAUSE NEARLY ALL EQUIPMENT WITH MARKET POTENTIAL IS PART OF PRODUCTION SYSTEMS FOR OTHER THEMES, SUCH AS FOOD PROCESSING (CONVEYOR SYSTEMS) CHEMICAL PROCESSING, PULP AND PAPER PRODUCTION, MACHINE TOOLS, CONSTRUCTION MACHINERY, MINING EQUIPMENT, ETC. SUGGEST INSTEAD TRADE PROMOTION AS PART OF THEME IN WHICH USED, AND THAT BEWT/TAD/AND EMB PRAGUE ADVISE SELECTED US FIRMS OF OPPORTUNITY.

FOURTH, (A) CHEMICAL/PETROCHEMICAL PROCESSING EQUIPMENT AND INSTRUMENTATION. (B) \$3.2 MILLION. (C) EXHIBITION AND TECHNICAL SEMINAR EMPHASIZING CONTROL INSTRUMENTATION AND VALVES, SPECIAL COMPRESSORS, PUMPS AND FILTER SYSTEMS.

FIFTH, (A) FOOD PROCESSING AND PACKAGING EQUIPMENT. (B) UNCLASSIFIED

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\$3.0 MILLION. (C) EXHIBITION AND TECHNICAL SEMINAR EMPHASIZING AND WHOLE FOOD PROCESSING-PACKAGING LINES.

SIXTH, TEXTILE MACHINERY. (B) \$2.5 MILLION. (C) TECHNICAL SALES SEMINAR (SPECIALIZED TRADE MISSIONS) BECAUSE ONLY SELECTED AND LIMITED TYPES OF U.S. EQUIPMENT HAVE GOOD MARKET POTENTIAL IN CSSR, MAINLY QUALITY CONTROL INSTRUMENTATION AND SOME TEXTILE FINISHING MACHINERY.

SEVENTH, (A) PULP AND PAPER PRODUCTION EQUIPMENT. (B) \$2.3 MILLION. (C) EXHIBITION AND TECHNICAL SEMINAR EMPHASIZING PLANT CONTROL INSTRUMENTATION AND COMPUTERS, QUALITY CONTROL INSTRUMENTATION, AND SPECIALIZED PUMPS, VALVES AND FILTER SYSTEMS.

EIGHTH, (A) EARTH MOVING, MINING AND MINERALS HANDLING EQUIPMENT. (B) \$2.0 MILLION (C) TECHNICAL SALES SEMINAR (SPECIALIZED TRADE MISSION) EMPHASIZING EQUIPMENT AND TECHNOLOGY FOR MINING AND MINERALS HANDLING BECAUSE TYPES OF US EQUIPMENT WITH MARKET POTENTIAL SEEM TOO SPECIALIZED TO SUPPORT BROAD INDUSTRY PROMOTION.

NINTH, (A) MACHINE TOOLS FOR METALS. (B) \$1.9 MILLION. (C) EXHIBITION AND TECHNICAL SEMINAR WITH EMPHASIS ON MACHINE CONTROL.

TENTH, (A) METALLURGY EQUIPMENT AND INSTRUMENTATION. (B) \$1.7 MILLION. (C) SMALL EXHIBITION (20-25 FIRMS) AND TECHNICAL SEMINAR EMPHASIZING PLANT AUTOMATION AND QUALITY CONTROL INSTRUMENTATION.  
ELEVENTH, (A) MEDICAL INSTRUMENTATION AND EQUIPMENT. (B) \$1.6 MILLION. (C) SMALL EXHIBITION (20-25 FIRMS) TECHNICAL SEMINAR.

3. EWTC HAS NOTICE OF FOLLOWING TRADE SHOWS WHICH COMMERCE MAY WISH TO CONSIDER FOR PARTICIPATION OR TRADE ASSISTANCE ACTIVITIES:

INTRAMA-FOURTH INTERNATIONAL EXHIBITION OF EQUIPMENT FOR MATERIALS HANDLING AND PREPARATION OF GOODS FOR SHIPPING, MAR 31- APR 4, 1975, OSTRAVA;  
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INTERKAMERA 75- INTERNATIONAL EXHIBITION OF PHOTOGRAPHIC AND AUDIO-VISUAL TECHNIQUES, APR 3-10, 1975, PRAGUE;  
INTERNATIONAL CONSUMER GOODS FAIR, APR 12-20, 1975, BRNO;  
THIRD INTERNATIONAL WELDING ENGINEERING EXHIBITION, JUN 10-15, 1975, BRNO;

INCHEBA-INTERNATIONAL CHEMICAL FAIR, JUN 2-27, 1975, BRATISLAVA;

EMBA 75- FIFTH INTERNATIONAL PACKAGING AND PRINTING TRADE EXHIBITION, JUN 23-27, 1975, BRNO;

SYMPOMECH-FOURTH BIENNIAL INTERNATIONAL EXHIBITION AND SYMPOSIUM OF SMALL MECHANIZING MEANS FOR BUILDING TRADES,

JUN 28-JULY 4, 1975, ZILINA;

BESIP 75- INTERNATIONAL TRAFFIC SAFETY EXHIBITION,  
AUGUST 1975, PRAGUE;

17TH INTERNATIONAL ENGINEERING FAIR, SEP 10-18, 1975, BRNO;  
PRAGOTHERM-INTERNATIONAL EXHIBITION OF HEATING AND AIR  
CONDITIONING TECHNOLOGY, SEP 29-OCT 4, 1975, PRAGUE;

ARBIEN-INTERNATIONAL WINDOW DRESSING SHOW, OCT 19-24,  
1975, BRNO;

INTECO-INTERNATIONAL EXHIBITION OF RETAILING AND  
RESTAURANT EQUIPMENT, OCT 19-24, 1975, BRNO;

INTERNATIONAL EXHIBITION OF TEACHING AIDS, NOV 13-19,  
1975, BRNO.

5. EWTC DISCUSSED CONTENTS THIS MESSAGE WITH EMB PRAGUE  
AS REQUESTED REFTEL AND WE UNDERSTAND THEIR COMMENTS  
WILL BE MADE IN SEPARATE TELEGRAM. HUMES

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